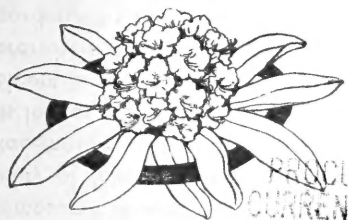


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FALL PLANTING IS WISE — SAFE

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GABLE'S PIONEER — Something NEW—DIFFERENT—SUPERIOR — A recent introduction of Gable's entitled to the unbounded praise it has received. A chance hybrid between Gable's Conemaugh (RacemosumX Mucronulatum) and Mucronulatum, Pioneer has inherited the hardiness, vigor, and adaptability of Mucronulatum, combining these choice qualities with the compact and floriferous nature of Racemosum. An evergreen rhododendron possessing the rare attribute of blooming in the axils of its leaves along the upper portion of the stems in addition to multiple terminal clusters, Pioneer in full bloom is an unforgettable experience. As an evergreen shrub the remainder of the year this well-branched plant is clothed in a leathery but highly burnished foliage, a credit to any location in the garden. As the specie Mucronulatum finishes its bloom for the spring, Pioneer begins, extending the blooming period another ten days to two weeks.

One of the few hybrid rhododendrons to excel in full sunlight, where it loses none of its charms, Pioneer may safely be situated in any location of the garden. Many people on seeing our rows of plants growing in full sun have strongly suggested that this plant may well be something new in hedging.

For those interested in buying in moderate quantity we are offering sturdy, conditioned, winter hardened, potted liners that require as protection only semi-shade the first season.

Potted plants 4-8" branched-(multiples of 10 only)	@ \$2.25
25 or more	@ \$2.00
Approximately 6-9" bedded, branched, grown in semi-shade	\$6.50
Approximately 12 - 15" branched, budded, grown in full sun	\$10.50
Approximately 15 - 18" branched, budded, grown in full sun	\$12.50

There are perhaps half a dozen of my original plants for sale.

These will have to be shipped individually. Large, compact, handsome specimens, measuring nearly 3 ft. in diameter, each plant should produce literally hundreds and hundreds of flowers next spring.

..... \$45.00

GABLE'S CONEWAGO — A hybrid of Carolinianum with Mucronulatum, Conewago extends the blooming season another 10 days or so by unfolding its floral buds as Pioneer is ending her display for the year. Another small leaved hybrid of extreme hardiness, Conewago is best suited to the woodland setting, where in the late afternoon with lengthening shadows and a weakened sunlight, the pleasing pastel shades are further softened and tinted giving the appearance of a very delicate pink with a slight bluish cast. The full, round, open florets measuring an inch and a half in diameter number two to five per bud with most terminals on mature plants having multiple buds. The actual color registers Amaranth Rose (530/3 to 530) on the Horticultural color chart.

15 - 18" branched budded	\$8.50
18 - 21" branched budded	\$10.00

WINDBEAM — This semi-dwarf hybrid is a Nearing introduction from a batch of Conestoga (Carolinianum X Race mosum) seedlings. A plant of so much refinement and character it is an acquisition of which the originator can be more than a little proud. Although setting flower buds at an early age it makes its debut for acclaim after its fourth or fifth year when terminals are covered with multiple buds. Opening with a trace of pink the blooms gradually transforms to a pure white, blanketing the plant with mounds of bloom in graceful proportion. The highly aromatic somewhat elliptical leaves are evergreen and refuse to curl until temperature dips far below zero, adding one more reason for this plant's continued rise in popularity. Blooming after winters of nearly 20 below zero it lays claim to potential widespread distribution, and its beauty rivaling that of the more tender exotics assures Windbeam of a permanent spot in our landscape.

Branched 10 - 12"	\$6.50
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DWARF RHODODENDRONS MEET MODERN NEEDS

By DAVID G. LEACH

Reprint from a New York Newspaper Article

The introduction of an other small-leaved, rhododendron hybrid this fall shows the response of plant breeders to modern home landscaping needs. The newcomer is Pioneer, a dwarf rhododendron of extraordinary quality. It is ideally proportioned for small gardens and for foundation planting of single-story homes. Pioneer will be equally valuable to face down shrub borders and for rock gardens.

This new rhododendron may easily remain one of the most important introductions among woody plants for many years. Dwarf evergreens have many uses and there is only a small selection available in cold climates. As an addition to the limited list, Pioneer seems to fill every need. It is handsome in winter and summer, with dense, fresh green, polished foilage forming sturdy little shrubs two to three feet tall.

In early spring the plants are enveloped in masses of bright rose-pink flowers, offering a remarkable spectacle at such a season. The plants bloom from terminal buds, as do most rhododendrons. But Pioneer plants also form great numbers of flower buds along the stems. Together these produce a stunning floral display.

This fine new hybrid is perfectly hardy in the Northeast. Unusual for a rhododendron, it flourishes as well in full sunlight as it does in partial shade. Adaptable and easily grown, Pioneer possesses even the professional's "dream" attributes: it propagates readily and grows quickly. It was produced by one of America's leading woody plant breeders, Joseph B. Gable.

SMALL BUT EARLY

Pioneer is the latest in a short series of new rhododendron hybrids which have become available in the last several years. These rhododendrons, unfamiliar to most gardeners, are descendants of Asian alpine species. They are distinguished by small leaves, dwarf stature and early season bloom. Among them are Windbeam, Ramapo and Conewago. Sources of supply are still largely confined to nurseries specializing in rhododendrons.

Windbeam is iced with a white frosting of flowers a little later in the season than Pioneer, and the plants are somewhat larger at maturity. With increasing age they become more and more floriferous; flowers spring in ever greater numbers from the leaf axils as well as from the ends of the branches. Windbeam is completely hardy in the Northeast, and its leaves do not curl in winter even at 20 degrees below zero.

Ramapo is a unique dwarf rhododendron hybrid, the first to capture in hardy form the many charms of the little blue-flowered, high altitude species from the Himalayas. Small gray-blue leaves form a two-foot mound in pleasing color contrast to the greener tones of other shrubs. In May the plants are studded with bright violet-blue flowers.

Ramapo is an acquisition to the limited number of blue-flowered shrubs, and one which is evergreen and conveniently small. It has been in my rhododendron collection for about ten years and has never shown any winter injury. Both Windbeam and Ramapo were produced by the veteran rhododendron hybridist, Guy G. Nearing.

Conewago's growth habit scarcely qualifies it indefinitely for the "dwarf" category. Growth can be restrained for many years by an annual cutback after flowering, but eventually the plant will exceed a man's height. Conewago has larger leaves than the other three hybrids. It is less compact in habit and its evergreen effect during winter in cold climates is much less emphatic.

The jaunty mauve-pink flowers, about an inch and one-half in diameter, are borne in great numbers in a gay May banner. Conewago has been a favorite with specialists ever since the first few plants become available several years ago. It is bud-hardy even at 25 degrees below zero.

TIME TO PLANT

In all but the very coldest parts of the Northeast, September is the favored time to plant these small-leaved hybrids. Autumn rains help newly placed plants to become established before the earth freezes; thus the floral show next spring will not be impaired. Each rhododendron should have a planting hole the size of a bushel basket, filled with a mixture of 50 per cent topsoil and 50 per cent peat moss.

Plants should be set at exactly the same depth at which they grew in the nursery. Rhododendron roots grow naturally close to surface of the soil and it is fatal for them to be buried too deeply. Mulch them with oak leaves or pine needles.

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A striking example of two beautiful hybrids in contrasting harmony. On the right the deliciously scented Caroline, with velvety textured, soft mauve flowers of unusual proportion. On the left America: glowing, bold, and brilliant. America a time-honored "classic", — Caroline a "Modern" hybrid of Joseph Gable.

Gable's PIONEER

Although the actual color of Pioneer in bloom does not quite possess the fine delicacy of the photo, it is notwithstanding — a beautiful sight.

The true color as indicated on the Royal Horticultural Society Color Chart registers a Phlox Pink(625/3) of Spirea Red(625/2) with the wings a trace lighter than the falls.

The plant in bloom on the front is slightly over 18" in width and height but produced over 500 florets.

Blooming in the axils of the leaves on the upper portion of the stem in addition to multiple floral trusses on its terminals, makes Pioneer a veritable bouquet.



PIONEER

APRIL

SEPTEMBER





RAMAPO — Another Nearing introduction of a cross between Caroliniaum and Fastigiatum it is one of the truly hardy dwarfs expressly suited for a prominent place in the rockery, along the border, or as a foreground item wherever ericaceous material is in good taste. At home either in sun or partial shade, Ramapo in its own right possesses as much dignity as the coveted Loderi King George. Although often referred to as a blue rhododendron it is in reality a brilliant, pale violet. A sublime shododendron at all seasons, the light blue foliage which persists through early autumn is in itself high recommendation. I have never known one to be damaged by winter in this area.

6 - 8" low spreading	\$4.50
10 - 12" low spreading	\$6.00

RHODODENDRON KEISKEI — From the provinces of Simabara and Owari on the island of Japan, which has so richly embellished our floral world with so much beauty, comes yet another item, — a yellow flowered rhododendron, Keiskei, named in honor of the Japanese botanist, I Keisk. A low compact shrub with leaves averaging nearly two inches long and half as wide, displaying during mid-April pure lemon-yellow flowers about one inch long and wide, with contrasting red anthers, it is the first yellow-flowered representative of the genus rhododendron suitable for our northern conditions.

The plants herein offered are seedlings, NOT rooted cuttings, for it is advisable to grow species from seed. They are Guy Nearing's selected strain developed through many generations of seedlings, by retaining the superior and discarding the inferior, by constantly improving plant habit, vigor, hardiness, and flower quality.

Approximately 10 - 12"	\$7.00
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RHODODENDRON RACEMOSUM — Above timberline in Yunnan and Sikkam provinces in the Himalayan mountains of China, at an elevation of from 7000-9000 feet, there flourishes in great abundance along the craggy hillsides, the dwarf rhododendron specie of the Virgatum Series, Racemosum. Racemosum in cultivation will scarcely reach twenty inches in height in as many years, and as can easily be imagined from this deliberate growth rate, the habit is twiggy and compact, especially well fashioned to the rockery or bank. It bears small leaves silvery white beneath, dark green above, the size of a child's fingernails, and blooms mid-May in a burst of beauty from clear pink to pinkish white, terminal trusses and racemes in delicate balance.

In its natural environment Racemosum enjoys mild temperatures, periodic bathing in mists of the monsoons, and cool days and nights that accompany high elevations. In this country in the majority of gardens conditions are precisely opposite; low elevation seldom over 3,000 feet, long cold winters, and hot dry summers. With such ecological extremes between its native home and the garden it is little wonder the first attempts to establish Racemosum in cultivation met with disappointment.

Our plants are a hardy strain of Racemosum,—what may be termed as "Hardy varieties of a somewhat tender species". They did not evolve by mere chance but are the result of a few decades of painstaking breeding, selecting, discarding, over and again through many plant generations by the prominent botanist, Guy Nearing. They are actually Guy Nearing's form of Racemosum bred for our climate and terrain.

8 - 10"	\$4.50
10 - 12"	\$7.00

CAROLINE GABLE — One of the first selections of Gable's hybridizing, Caroline, although widely known is little seen. Difficult to graft and at first practically impossible from cuttings, this pleasingly attractive hybrid has not enjoyed its share of use in our landscape. Today it is being successfully grown from cuttings and may soon be available in moderate quantity. It is a hybrid which will find its greatest appeal to those who enjoy the more subtle hues. The large and soft textured, sweetly scented, pale mauve flowers persist unusually long. This hybrid has withstood temperatures of more than 20 below zero without damage to either plant or floral buds. Being extremely hardy, it represents as, far as I know, the first opportunity to include fragrance to the rhododendron gardens where temperatures may plunge well below zero. As a foliage plant it makes a handsome shrub with waxed leaves of unusual length and branches hugging the ground.

12 - 15" branched	\$9.50
15 - 18" width branched	\$11.50
18 - 21" width branched	\$13.50

GABLE'S BEAUFORT — A large leaved hybrid of a cross between Boul De Neige and Fortunei, Beaufort bears pure white fragrant flowers of average size early in the spring. Out of bloom the lustrous light jade foliage and dense plant habit make it a plant of considerable merit and value. It is another addition of fragrance in hybrids to areas plagued by long cold winters.

12 - 15" branched	\$9.50
15 - 18" width	\$11.50
18 - 21" width	\$13.50

The ironclads require no introduction. Their unfailing performances during the most torturous winters and summers have justly earned for them an excellent reputation and extensive distribution. Lately however, with the swelling influx of new and virtually untried hybrids into the country, these admirable old "classics" have been invidiously disparaged. Yet despite this deluding advertising I have not found any of the new introductions from abroad able to supersede the old hybrids under conditions of severe climate. For the sections of rigorous winters they are to this day unrivaled, and many are of sufficient beauty to be insinuated without apologies in the more temperate gardens.

AMERICA — This old hybrid is the finest of the hardy reds. The large handsome candelabroid trusses of close fitting florets make a splash of brilliant red every spring. A prolific blooming hybrid drenching itself in gleaming masses of bloom of great substance, it appears equally at home in sun or semi-shade.

10 - 12"	\$4.74	Large sizes quoted on request
12 - 15"	\$5.75	

BOUL DE NEIGE — At all times a superlative plant, no other old hybrid has attained such lasting fame as Boul De Neige. So magnificent is its habit of growth and foliage that were it never to bloom it would notwithstanding, have much to commend it. But without fail each spring the pure snow white, delicately frilled globular trusses rest like crown jewels on rosettes of dark turgid leaves. The "King" of this majestic race of hybrids, it is every cell and fiber of royal blood. It still remains, in its type, second to none.

10 - 12" spread	\$5.75
12 - 15" spread	\$6.75

MRS. C. S. SARGENT — A hybrid of no little repute it requires only brief comment. A dark rose with yellowish blotch, the large trusses unfold slightly later than most catawbiense hybrids extending the period of bloom another week or more. There is never an ample supply of this clone.

10 - 12"	\$5.50	10 - 12"	\$5.50
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NOVA ZEMBLA — A Fetching red hybrid many claim to be equal or superior to America. Side by side in bloom it is difficult to distinguish one from the other. The flower of America is reputed to possess slightly more substance, holding up longer under the direct rays of the sun, but foliage-wise no red can match the dark polished leaves of Nova Zembla, and plantwise its habit is almost equal to that of Roseum elegans.

15 - 18"	\$7.50
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KETTLEDROM — Another of the old Water red hybrids that deserves space in every rhododendron garden. At maturity a shrub slightly wider than high. Extremely hardy.

15 - 18"	\$7.50
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EXBURY (De Rothschild) DECIDUOUS AZALEAS — Over two hundred years ago the trading vessels of the British and Dutch merchant fleets brought back to England from the then untamed eastern coastal areas of America the first deciduous azaleas, forefathers of today's Exbury hybrids. A brief history of the hybridizing of deciduous azaleas leading to the development of the present day Exburys goes something like this.

Around the year 1740 the American species *Calendulaceum*, *Viscosum*, and *Roseum* or *Nudiflorum*, appeared in England. Doubtless they were then disseminated by seedlings throughout England and parts of the continent. Half a century later the yellow flowered Pontic Azalea from the Caucasus mountains of Europe (between the Black and Caspian seas) found its way to both England and Holland. Hybridizing of these species began on the continent and in England by many enthusiasts but credit for creating the Ghent (the first race of deciduous azaleas) hybrids goes to a baker named Mortier, of Ghent Belgium who commenced his hybridizing in the early 1820's. He later passed his work on to another and the hybridizing continued; new species were included, hybrids were crossed with hybrids, or with species and so on for nearly 80 years with the list of Ghent hybrids continually growing to where now they and their allies must number nearly 200 different cultivars.

Also in the early 1800's ships returning from the orient brought back to England, plants, seeds, or both, of the Chinese azalea, *Mollis*. And in the year 1860 plants of *Azalea Japonicum* (The Japanese counterpart of *Mollis*) were on the continent. Actually in the beginning the first so called *Mollis* hybrids were no more than selected seedlings of *Azalea Japonicum* but later named cultivars were developed from crosses with the Chinese Azalea and undoubtedly crosses were made with the Ghents and with the American species.

However it was in England around 1870 that the present-day Knap Hill-Exbury azaleas had their origin by the late Anthony Waterer of Knap Hill nursery using *Mollis-Japonicum* hybrids, and American species including azalea *Occidentale* from the west coast of America. Then in the early 1920's the late Lionel De Rothschild obtained from the Knap Hill nursery those plants he was to use in his hybridizing for the now famous Exbury deciduous azaleas. His method of hybridizing was quite simple. Having chosen from the Knap Hill nursery the most superior sorts he could locate he bred color to color (red to red, yellow to yellow, etc.) and raised seedlings in vast quantity, selecting only the very few he considered overwhelming improvements in flower color, size and fragrance, surpassing anything of its type, destroying the inferior, achieving his goal of perfection and leaving as a lasting legacy this new race of hybrids, outstanding in beauty and grace.

We offer a few of these selections. Our plants are propagated from cuttings from stock plants obtained directly from the Exbury estate. They have been tested in Rochelle Park for more than half a dozen years and have withstood sub-zero temperatures without injury to either flower buds or plants. Our plants are field grown in soil-peat medium. They are not grown in pure peat.

Although at the writing of this brochure, mid-July, it is impossible to specifically state that the plants offered will have flower buds, past experience has proven that all our field grown Exburys have budded.

- Gilbralter — Intense brilliant orange
- Golden Dream — Golden Yellow
- Fawley — Pure white, flushed pink
- ScarletPimpernel — Red, fire orange blotch
- Berryrose — Carmine, lemon yellow blotch
- Brazil — Burnished orange, probably the shapliest of all.

12 - 15"	-----	\$7.50
15 - 18"	-----	\$10.50

The assortment of evergreen azaleas has become so numerous and confusing that they are almost a glut on the market. Many appear almost identical and some under different names are so similar a microscopic examination is in order to distinguish one from the other. Yet all are advertised as superior and quite different in some way or other. Catalogues run wearisome lists that almost equal a small telephone directory in size and the gardener or specialist is left with a hopeless impression.

We have discontinued all evergreen azaleas except those creations of Joseph Gable, beautiful and proven hardy through years of trial. There never will be listed any two that closely resemble each other. This season we offer three.

Springtime (A-11-G) One of Gable's hardiest hybrids and a very early blooming clear pink. Single. A second generation hybrids of Poukhanense and Kaempferi.

STEWARTSTONIAN (R-5-G) — Gable's latest azalea release named after his home town, Stewartstown. A low growing red similar in habit to Hinodigiri or Hinocrimson with slightly more vigor. The flower color is intense fire-red or scarlet red with no trace of blue present as in many red azaleas. On the spectrum it leans toward the orange but so minutely that no orange is visible in the flower.

ROOSEBUD (B-5-G) — To quote Gable, "Miniature roses on a dwarf slow growing plant, it is especially beautiful in stages of the opening bud." The planned hybridizing leading to the development of Rosebud was quite complex. His purpose was to combine the hose-in-hose flowers of Edna (34G) with the double flowers of Louise Gable (13G) to develop a fully double azalea. A graph of the cross that led to Rosebud is as follows: Indicum x(Poukhanense x Kaempferi). (POUKHANENSE X HEXE) X(POUKHANENSE X KAEMPFERI) — He obtained his objective with the fully double flowered Rosebud. It is one of the few azaleas that will probably never require pruning. A growth rate of a quarter or less of that of average evergreen azaleas it is a plant whose intrinsic charms lie in its miniature stature and spangled rose pink bloom.

One firm recently offered a plant as "improved Rosebud." Taking such an ungranted liberty displays a gross lack of imagination and appears to me to touch on the unethical. Furthermore the plant so named was not an improved Rosebud. Rosebud needs no improvement and is as the breeder intended it to be. If an improved Rosebud is to be named and marketed it seems to me to be the prerogative of the breeder, not an outsider.

Our plants of Rosebud are from cuttings directly from the original plant of Rosebud in Gable's test garden.

Springtime 10 - 12"	\$3.50
Stewartstonian 10 - 12"	\$3.50
Rosebud approximately 8 - 10"	\$3.50
Order of 3 azaleas, one of each	\$9.50
A few larger Rosebud 12" heavy	\$5.00